

The 2020 Census



Kaile Bower, Integrated Partnership and Communications
Decennial Communications Coordination



Why is the 2020 Census Important?



CONGRESSIONAL
REPRESENTATION,
LEGISLATIVE
BOUNDARIES



INVESTMENTS,
JOBS, SERVICES

PUBLIC
FUNDING
DECISIONS



COMMUNITY
SERVICES





Promotional & Outreach Materials

English and Non-English Outreach Materials and Promotional Items



Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:



Count every person living or staying in your home.



Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:
2020CENSUS.GOV

Shape
your future
START HERE >

United States
Census
2020

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

United States
Census
2020

D-1254

Cómo el Censo del 2020 invitará a todos a responder



Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

El 95% de los hogares recibirán su invitación del censo por correo.



Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

A menos del 1% de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

United States
Census
2020

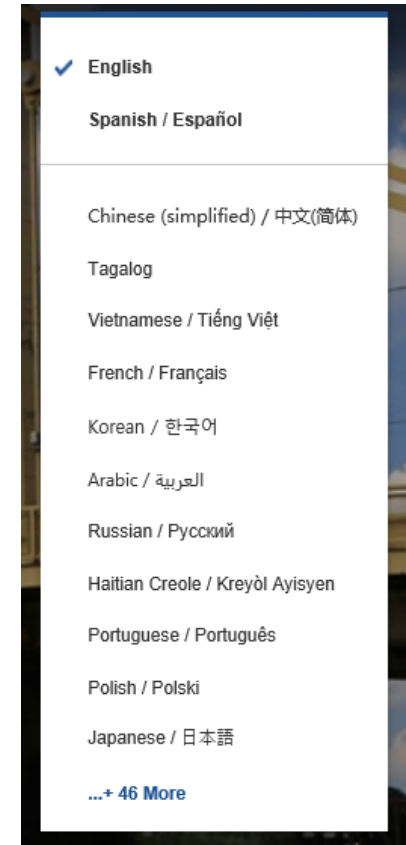
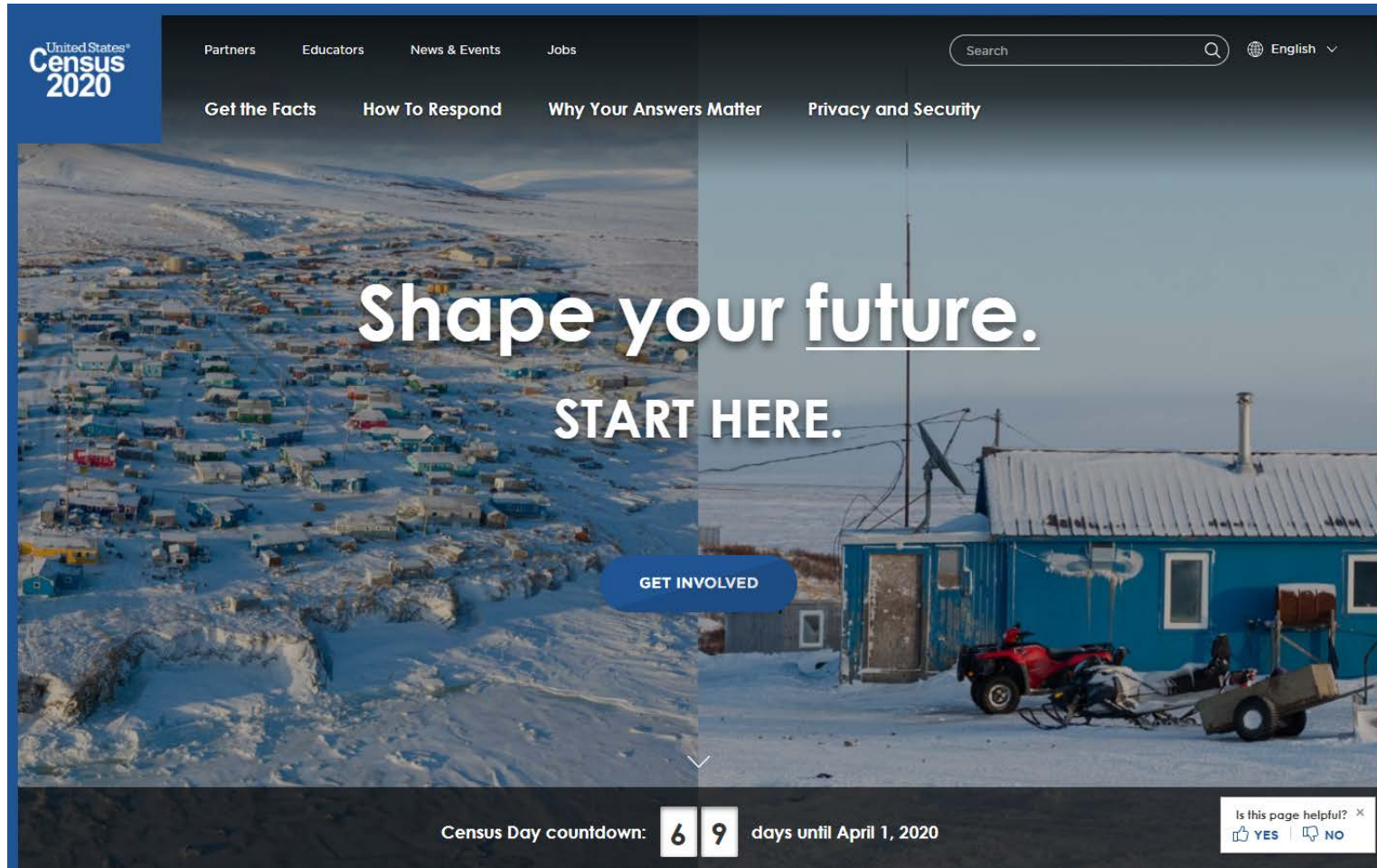
Shape
your future
START HERE >

United States
Census
2020

Earned, Shared and Owned Media Initiatives



New 2020Census.gov

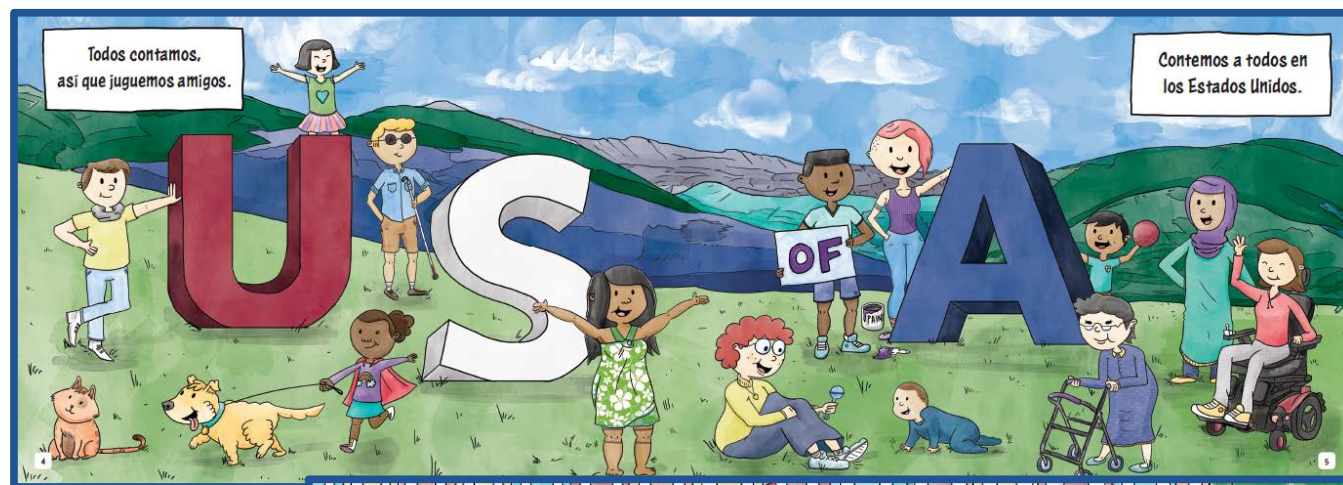


Statistics in Schools

Some SIS Classroom Resources Available

English and Spanish Materials:

- Student Storybook
- And more...



United States Census Bureau

ACTIVITIES RESOURCES STANDARDS ABOUT

 **STATISTICS IN SCHOOLS**



Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources



2020 Census – Responding is Easy

**Self-response is easier than ever:
online, by phone, or by mail.**

- You will be able to respond anytime, anywhere, and from any device.
- You will be able to respond in English or in one of the 12 select languages.



2020 Census Language Program

Summary of Non-English Support

Internet Self-Response (ISR) &
Census Questionnaire Assistance (CQA)

- 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- * *Chinese (Simplified)* for ISR;
- ** *Chinese (Mandarin and Cantonese)* for CQA
- Language Selection Criteria: 60,000 or more housing units

Language Guides (Video and Print)
Language Glossaries
Language Identification Card

- 59 Non-English Languages
- Language Guides include American Sign Language, braille, large print

Paper Questionnaire & Mailing Materials
Field Enumeration Instrument & Materials

- Spanish

Communications and Partnership

- Advertising, Partnership and Promotional Materials in at least 12 Non-English Languages
- Procedures and Materials to Support Partnership Specialists and Partners in multiple languages

Additional Language Support for the 2020 Census

Beyond online and phone response in the 12 non-English languages:

- Print and video language guides available online in 59 non-English languages
- Language glossaries for the 59 non-English languages provide key terminology to bilingual staff
- Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.



Self Response



What to Expect in the Mail

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Different Approaches for Different Parts of the Country

- Update Leave
- Update Enumerate
- Remote Alaska

Special Populations

We go to extraordinary lengths to count everyone once, only once, and in the right place

- **Group Quarters (GQs) Enumeration**
 - Places where people live or stay, in a group living arrangement, that are owned or managed by an entity or organization providing housing and/or services for the residents
- **Service-Based Enumeration**
 - Provides an opportunity for people without conventional housing or people experiencing homelessness to be included in the census by enumerating them at places where they receive services or at pre-identified outdoor locations.
- **Enumeration at Transitory Locations**
 - Highly mobile populations that do not have a usual home elsewhere (e.g. campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, or carnivals).
- **Federally Affiliated Count Overseas**
 - Obtain counts by home state of U.S. military and federal civilian employees stationed overseas and their dependents living with them.
- **Military Enumeration**
 - Involves enumeration of people living in GQs (or barracks) on military installations or military vessels.

Mobile Response Initiative = M-QAs

- The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative.
- We are now calling this the Mobile Questionnaire Assistance Operation (M-QA).
- We're in the planning stages now, developing a detailed operational plan and schedule.



Nonresponse Followup

Collect data from all households, including group and unique living arrangements

Field workers will use handheld devices for collecting the data



2020 Census Responses are Confidential

- Responses to the 2020 Census are confidential and cannot be shared with or used by any other law enforcement agency—including ICE or local police
- Census Bureau employees take a lifetime oath to protect the personal information of every respondent
- Any Census Bureau employee that violates this law is subject to a penalty of up to \$250,000 and/or up to 5 years in prison




**The law is clear—no
personal information
can be shared.**

Data Products



Spread the Word – We Need Your Help



Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online
2020CENSUS.GOV/JOBS

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.
D-330 | April 2019

Shape
your future
APPLY NOW >

United States[®]
Census
2020



Connect with Us



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



More information on the 2020 Census
Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:
<http://www.census.gov/2020Census>

**American
Community
Survey**

More information on the American
Community Survey:
<http://www.census.gov/programs-surveys/acs/>



facebook.com/uscensusbureau



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



pinterest.com/uscensusbureau